Jennifer Feng

(408)-505-0366 | jefeng@ucsd.edu | acsweb.ucsd.edu/~jefeng | 396 Waverly St. Sunnyvale, CA 94086

Education

Anticipated: June 2018
University of California, San Diego

B.S. Cognitive Science
Human-Computer Interaction Specialization

July 2014 - August 2015
De Anza College

July 2014 - June 2015
Foothill College

Relevant Coursework

Human-Computer Interaction*
Usability and Information Architecture
Social Computing*
Object-Oriented Programming in Java
Object-Oriented Programming in C++
Programming in MATLAB
Modeling & Data Analysis
Statistical Analysis
Cognitive Science
Cognitive Ethnography*
Research Methods
Differential Equations
Linear Algebra
Discrete Mathematics
*= *current*

Skills

Research
Behavioral Research, User Research, Data Analysis, Competetive Analysis, Heuristic Evaluation, User Interviews User Testing, A/B Testing, Needfinding, Personas, Storyboarding

Design
UX Design, UI Design, Wireframing, Iterative Prototyping

Tools
Java, C++, MATLAB, Adobe Photoshop, Adobe Illustrator, Gimp, Balsamiq, InVision, Figma, Microsoft Office, ELAN

Languages
English, Mandarin Chinese

Experience

July 2016 - December 2016
Campus PR Associate, Designer and Social Media
Akyumen Technologies Corporation
Formed strategies with ambassador team to increase social media following and awareness of Akyumen and their products on UCSD. Coordinated with campus organizations to increase brand recognition. Developed social media content on Facebook and Wordpress for 100+ people.

January 2016 - June 2016
Research Intern
Perception Dynamics Institute
Implemented a rapid and non-invasive brain therapy on incarcerated veterans under Dr. Lawton's Path to Reading program. Administered a series of cognitive tests for attention and memory to determine baseline for improvement.

August 2014 - September 2014
Accounting & Clerical Intern
Hyundai Motors Taiwan
Scheduled daily appointments, calculated bills, invoiced customers, and managed 100+ customer files. Managed customer database and updated automotive stock information through company's software.

Projects

February 2017 - March 2017
UC Socially Driven - An app to encourage social involvement in the UCSD community while exploring San Diego **[Role: Researcher, Designer]**
Wireframing by paper and creating a high-fidelity prototype to create a new social computing experience through Illustrator and InVision. Utilized Wizard of Oz prototyping technique to imitate chatbot.

January 2017 - March 2017
Chorus - An app that enables people in the same living space to complete chores in harmony **[Role: Researcher, Designer]**
Made a working app with a team. Led team in needfinding, storyboarding, prototyping, and user testing stages. Made key design choices in branding, UI, typography, and color scheme. Created videos (demo & ad) and supporting visuals for final pitch and presentation (slide & poster).

January 2017 - March 2017
Spatiogestural Ethnographic Differences [Role: Researcher]
Analyzed gestural, vocal, and orientational differences between genders in a quasi-experimental field study and annotating through ELAN software.

July 2016 - August 2016
Solid - An app that enables students to easily work and hire within the UCSD community **[Role: Researcher, Designer]**
With a team, researched and identified user needs and pain points from needfinding. Created personas and storyboards for potential user base. Led team through the visual design process from wireframing (hand-drawn & Balsamiq) to prototyping (Figma & InVision). Synthesized feedback from usability testing into high-fidelity designs.